



Insider

SERVING THOSE WHO SERVE

Volume 2 Issue 5

Pentagon Channel Stats

Military Distribution

Facilities On Air: 356
U.S. Military Population: 1,357,395
AFRTS Worldwide:
800,000; 178 Countries

Commercial Distribution

Total Commercial Carriage:
Over 13 million households via cable,
satellite, telco video services, IPTV,
and local access channels

Web Distribution

Over 4 million
Podcast feed requests annually

Pentagon Channel

New Military Facilities

- Army & Air Force Exchange Service
- TX HQ 116th Cavalry HBC
- ID 15th Air Support Operations Squadron
- GA Seymour Johnson AFB
- NC Sverdrup Army Reserve Center
- MO Grand Prairie Armed Forces Complex, TX

Contact Us

Marketing Director

Lt Col Francisco Hamm
francisco.hamm@pentagonchannel.mil

Programming

james.langdon@pentagonchannel.mil

Distribution

Michael Winneker
michael.winneker@pentagonchannel.mil

Customer Service

Toll free 866.865.3804 or
info@pentagonchannel.mil

News Desk

newsdesk@pentagonchannel.mil

Front & Center

A Message From The General Manager



We at the Pentagon Channel are extremely proud to continue to fulfill our mission of "Serving those who Serve" and are excited to announce several new changes that are happening this year.

If you are a long time viewer of the Pentagon Channel you may have recently noticed a new uniform on set. With the recent addition of Coast Guard broadcast journalist PA1 Adam Eggers we are proud to now represent all of the active duty services, making our mission "Serving Those Who Serve" ring more true than ever before.

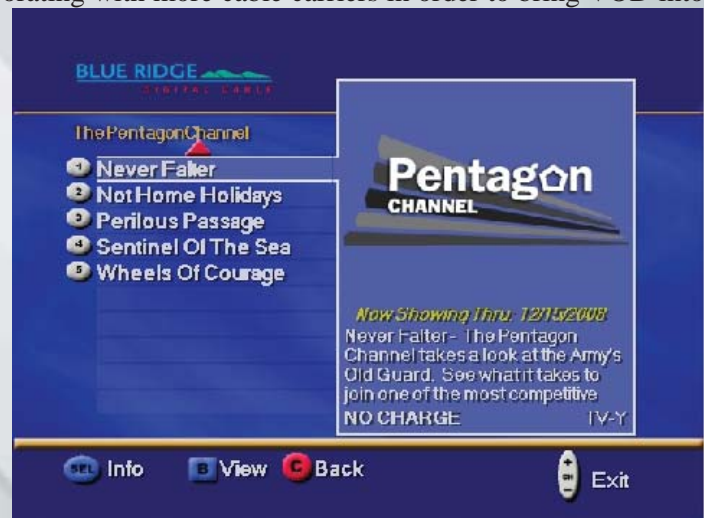
As spring quickly approaches we are pleased to announce our recent statewide launch in Arizona on Cox Cable Systems. With this addition we now reach over 13 million households via commercial television and more than 2.2 million servicemembers including those serving in 178 countries via AFRTS. In addition, the Pentagon Channel has launched Video on Demand (VOD) in collaboration with Blue Ridge Communications as well as various Cox and Time Warner systems. This allows cable subscribers FREE access to the entire RECON series as well as Fit For Duty & The Grill Sergeants lifestyle programming. This month our PEG Channel - FTP site we be launched. The site will include a library of broadcast quality, downloadable shows in MPEG-2 format including; RECON, The Grill Sergeants, Fit For Duty, American Veteran, Todays Air Force, and Army Newswatch.

Along with the launch of VOD the Pentagon Channel recently added 'Fit for Duty' to its Podcasting lineup, allowing viewers to take their favorite new work out wherever they go. Whether it's Cardio, Resistance Training or Pilates viewers can now customize and download a routine that will adapt to their schedule. In total the Pentagon Channel podcasts were downloaded over 4 million times last year alone and are currently located in the "Government & Organization" Podcast page within iTunes or at www.pentagonchannel.mil/podcast.aspx.

In 2008 we look forward to collaborating with more cable carriers in order to bring VOD into more US households, reaching out to not only more Guard and Reservists across the country, but also their families, the families of Active Duty servicemembers, and Department of Defense civilians.

Proudly Serving Those Who Serve,

Brian Natwick
General Manager
Pentagon Channel



BEST PLACE TO LIVE:
Australia. Nothing but fun.



NAME:
PA1 Adam Eggers

YEARS OF SERVICE:
5

HOMETOWN:
Kenmore, Washington

MOST REWARDING JOB ASPECT:
Being able to get underway on just about every kind of boat, cutter, aircraft the Coast Guard has.

HOBBIES:
Photography, Sports

GOALS:
Live happily ever after.

BEST PLACE TO LIVE:
Australia. Nothing but fun.

Anchor You Would Most Like to Meet (Why?):

Ron Burgundy - because 60% of the time it works everytime.

Interesting fact about you that people may not know (if any):
My wife and I went to junior high school together but we never actually spoke to each other.

Favorite TV Show(s) (why?):
Monday Night Football. My Name is Earl. We all have a little Earl in us.

BATTLEGROUND

The Pentagon Channel is pleased to announce it's original program, BATTLEGROUND, has expanded to seven days a week. Battleground takes more than 60 years of historic government film and re-packages them into half-hour installments representing what

life was like in World War II, the Korean War, and the jungles of Vietnam.

Other topics covered include profiles of individual military divisions, famous generals and the history of the Air Force. Select episodes feature past celebrities such as John Wayne, Walter Cronkite, Charlton Heston, Walter Matthau, Celeste Holms, Lorne Greene, Bob Crane, Paul Newman, Ronald Reagan, John Ford, Raymond Burr and Beetle Bailey creator Mort Walker... and of course, Bob Hope.

Watch Battleground daily at 0230, 0700, 1500 and 2300hrs (eastern). Check www.pentagonchannel.mil for additional airtimes.



Now on iTunes

Two new Pentagon Channel shows are now available as video podcasts available at www.pentagonchannel.mil/podcast.aspx.

"This Week in the Pentagon" is a half-hour news and public affairs program featuring interviews with top military and civilian defense leaders as well as the week's top issues and news stories

from the Pentagon.

'Fit for Duty' is an interactive exercise show featuring a



team of energetic, motivating, military instructors who guide viewers through an intense workout. Each half-hour podcast focuses on fitness, nutrition, and injury prevention in an effort to keep service members in shape.

THIS WEEK IN THE PENTAGON



The Pentagon Channel debuted yet another new show this quarter. "This Week In The Pentagon," a

news magazine style program, takes a closer look at individuals and current issues at the Department of Defense. The half hour weekly show, features long-format segments and one-on-one interviews with various DoD officials. Sprinkled throughout the show are regularly featured segments such as "Fast Facts" and "Pictures of the Week." Marine Sgt Brian Buckwalter is the show's host. Together with Candace Hewitt they write and produce the show on a weekly basis.

RECON: In the Classroom

The 6th grade teachers at Pound Middle School in Lincoln, Nebraska have been showing RECON: The Pentagon Channels original documentary series to their 6th grade students as part of an interactive grammar lesson where students write to service members currently deployed overseas. Showing the videos is an effort to create awareness and help the students understand the needs of the soldiers, veterans, and the challenges that war creates for all.

"They have made us more aware of what is important in the lives of our soldiers as they promote freedom across the world," Mrs. Brown, a teacher at Pound Middle School said.

All 220 students watched the series and then wrote handwritten letters of encouragement to the Nebraska Army National Guard who are currently deployed in Iraq and Afghanistan. "The episodes were all very interesting. They also had great topics. I learned what people do to fight for our country," said Clayton a 6th grade student.

"I think that the RECON videos are really cool. They help us learn about military things and what soldiers really go through. It means a lot to me

because my dad was in the Marine Corps. It really helps me understand why he wanted to be in the military," wrote Ali also a 6th grade student.

The students will soon have the opportunity to meet their new pen pals. They are planning to be at the Nebraska National Guard site in July when the soldiers return from deployment. While they wait the teachers have invited many servicemembers into their classrooms to share their military experiences.

RECON the Pentagon Channel's monthly half-hour newsmagazine, tells true stories through the eyes of military servicemembers, their families, and people around the world whose lives have been touched by the work of men and women in uniform. From the liberation of Iraq, disaster relief around the world, and here at home, the history of women in the military, and honoring the first Medal of Honor

recipient of Operation Iraqi Freedom. RECON tells the story behind the story.

As Clare a 6th grade student says, "I think that the videos are a great



SFC Bradley Lechner visits students at Pound Middle School.

experience to have, I loved hearing about all the experiences people have had with fighting for our freedom. I thought they were very interesting and fun to see. My favorite episode was 'Wheels of Courage' because I learned it doesn't matter what problem or what kind of shape you're in, you can do whatever you set your mind to."

RECON: The Reel Military



Check out the latest episode of RECON: 'The Reel Military;' and get a behind the scenes look at how DoD works with the film industry. As one civilian adviser during the shooting of *I Am Legend* puts it,

"It doesn't have to be all roses and bunnies, but it has to be realistic to get DoD support." Included are visits to the sets of *I Am Legend* in New York, *Iron Man* at Edwards AFB, CA, and the *Stargate: SG1* franchise in Vancouver, BC, as well as a discussion with Vince Ogilvie of the Entertainment Liaison Office at the Pentagon. Also Included are interviews with TV producers Don Bellisario of NCIS and Bob Cochran, Howard Gordon and Michael Klick of 24.

Welcome Cox Arizona!

Arizona cable subscribers now have access to the Pentagon Channel 24/7 thanks to an agreement with Cox Communications. Peoria was the first city in the state to offer the Pentagon Channel 24 hours a day to Cox cable customers. "By making the Pentagon Channel available statewide, Arizona's military members will receive vital and timely military news, which is especially important to the families of our deployed members who may not have access to this information because they're not located on or near military facilities." Said Allison Barber, Deputy Assistant Secretary of Defense. Arizona cable subscribers can tune into channel 122 for TPC.





INTERNAL COMMUNICATIONS & PUBLIC LIAISON



American Forces
Radio & Television Service
www.myafn.net



www.pentagonchannel.mil



Official Department of Defense Website
DefenseLINK
www.dod.mil

DEFEND AMERICA ★

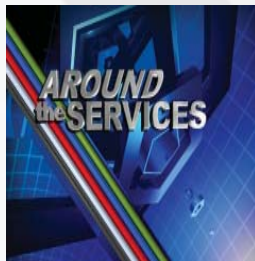
www.DefendAmerica.mil

STARS AND STRIPES
www.estripes.com



The Pentagon Channel continues to lead the way with cutting edge programming and content delivery as the 24-hour media outlet of the DoD.

Around the Services



The Pentagon Channel deploys correspondents across the country and around the globe to bring servicemembers compelling stories from the unique perspective only military reporters can provide during this fast-paced, twice-daily newscast.

Fit For Duty



Fit for Duty takes viewers through a high-energy 30-minute workout led by servicemembers with expertise in fitness training. The show makes it simple to follow along and complete exercises demonstrated by the instructors. A military sports medicine physician also offers tips for preventing injuries and avoiding career-ending accidents during each episode of the show.

Grill Sergeants



The Pentagon channel is launching an exciting new military lifestyle program. This weekly, half-hour cooking show will feature some of the military's top chefs as they guide viewers through step-by-step menu preparation, along with important nutrition and food safety tips.

Recon



The Pentagon Channel's monthly half-hour newsmagazine tells fascinating true stories through the eyes of military servicemembers, their families, and people around the world whose lives have been touched by the work of men and women in uniform. From the liberation of Iraq, disaster relief around the world and here at home, the history of women in the military, and honoring the first Medal of Honor recipient of Operation Iraqi Freedom, Recon tells the story behind the story.

Briefings, Hearings, & Special Events



The Pentagon Channel continues its daily commitment to televise DoD briefings around the world, Congressional hearings on military matters and special events like Town Hall meetings. It's complete coverage, usually live as it happens, that servicemembers won't see anywhere else.

Pentagonchannel.mil



For all Pentagon Channel programming, upcoming special events, video on demand, useful links and much more, servicemembers around the world can log onto www.pentagonchannel.mil. This website is easy to navigate and fun to explore, 24/7.

